



Assessing Readiness for Policy-Based Substance Abuse Prevention

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Table of Contents

4.....	What are Community Norms and Why are They Important to Prevention
4.....	Background Information on the Survey:
4	How question categories were determined
5	Sources
5	How the results of this survey can be used
5	Who can implement the survey
6	Before you start
6.....	Establish a Steering Committee
6.....	Establish the Purpose of Your Survey
7.....	Decide What Specific Information You Need
7.....	What Kinds of Surveys Are There?
8.....	Decide What Kind of Sampling to Use
11.....	Select the Questions for Your Survey
11.....	Organize the Questionnaire
13.....	Comply with Regulations and Ethical Standards for Protection of Human Subjects
14.....	Write the Cover Letter or Interviewer Script
14.....	Pretest the Survey
15.....	Revise the Survey and Sampling Plan
15.....	Train Interviewers (if Applicable)
16.....	Select the Sample of Persons to Survey
17.....	Collect Data
17.....	Analyze the Results
18.....	Draw Conclusions and Formulate Recommendations
18.....	Report the Results
21.....	Tips

Appendices:

26.....	Sample Survey Cover Letter
27.....	Sample Press Release
28.....	Sample Executive Summary
30.....	Guidelines for Writing a Report
30.....	Guidelines for Reporting on Survey Methodology
31.....	Sample Bar Graph
32.....	Survey Methods Matrix



Goal

The goal of the Community Norms Toolbox is to enable communities of the Commonwealth to gather reliable data on adult perceptions and attitudes concerning youth substance abuse in order to gauge readiness for prevention strategies and policy changes that will reduce the availability of alcohol, tobacco and other drugs to youth.

What Are Community Norms and Why Are They Important to Prevention?

Norms are commonly held beliefs or attitudes concerning the acceptability or unacceptability of specific behaviors for a specific community or community group. For example, in most communities it is unacceptable for anyone to use illicit drugs; however, it is acceptable for adults (21 and over) to drink alcohol in low-risk quantities. Community norms are important because they can support or undermine the prevention strategies that we may wish to implement. For example, a community norm that does not tolerate impaired driving will make it more likely that community members will support an ordinance requiring jail time for first-time DUI violations. On the other hand, communities with a strong tobacco growing culture may be more tolerant of indoor smoking, making it difficult to gain support for clean indoor air ordinances. Community norms significantly influence the demand, availability and enforcement of laws related to alcohol, tobacco and other drugs (ATOD) and they can either support or hinder enforcement efforts to regulate these substances.

Community norms surveys can also shed light on the degree of awareness of the substance abuse problem and to what extent they are willing to take action. In other words, it will help reveal how ready the community is to deal with the problem. Community readiness is a vital element of prevention planning and is part of the first step of the Center for Substance Abuse Prevention's (CSAP) Strategic Prevention Framework.

Background Information on the Survey

Since norms may vary greatly from one community to the next, there are no standardized survey instruments available. This makes it difficult for communities to collect data in this area. One of the most significant data gaps as evidenced from the 2004 state-wide drug control report is data on community attitudes and perceptions of substance abuse. The Community Norms Toolbox is a first step in filling this data gap. The Department for Mental Health and Mental Retardation Services, Substance Abuse Prevention Program, the Regional Prevention Centers, the Prevention Enhancement Sites and an Expert Panel have worked together to provide user-friendly, cost-free tools for communities to gather norms data to help communities select appropriate prevention strategies, effect policy change to reduce youth access to ATOD, and lower the harmful consequences associated with their abuse.

The toolbox is not one survey, but rather a series of question banks addressing priority alcohol, tobacco and prescription medication issues. This approach is intended to provide prevention groups with the maximum flexibility to construct their own surveys based on specific community needs. The community norms toolbox is a work in progress. As other community priorities surface and survey tools become available, the question banks will be expanded. We invite your participation. If you wish to submit a question or obtain data on categories not currently addressed in the question banks, please contact the Community Norms Project Coordinator at steve.cambron@ky.gov



How Question Categories Were Determined

The question categories were determined from feedback from KY-ASAP Local Boards and Champions groups. The priority areas for tobacco in order of ranking, are:

1. Adult perception of youth use of tobacco products
2. Community attitudes on supporting smoke-free environments
3. Community attitudes on increasing state tax on tobacco products



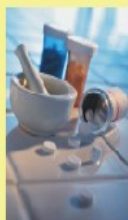
The priority areas for alcohol, in order of ranking, are as follows:

1. Adult attitudes about availability of alcohol to youth (social and retail)
2. Adult attitudes about youth use of alcohol
3. Support for tighter enforcement of alcohol laws
4. Support for alcohol policies



The priority areas for prescription drugs, in order of ranking, are as follows:

1. Perception of risk of prescription medication use.
2. Attitudes on availability of prescription drug abuse.
3. Perception of prescription medication abuse.
4. Support for tighter enforcement of prescription medication abuse.
5. Support for prescription medication policies.
6. Support for school programs that address prescription medication abuse.



questions for consistency and clarity. The questions were taken from the following surveys:

- Daviess County Champions Survey
- U K College of Nursing Survey
- The Alcohol Prevention Enhancement Site Community Survey
- The Bourbon-Harrison Counties Champions Survey
- The Madison County Community Partnership Survey
- The Parent Survey
- The Tobacco Prevention Enhancement Site Community Survey
- The Owensboro-Daviess County Smoking/Tobacco Opinion Project
- The Champions Coalition Community Survey
- The Santa Fe City Tobacco Survey
- The 2001 American Tobacco Survey

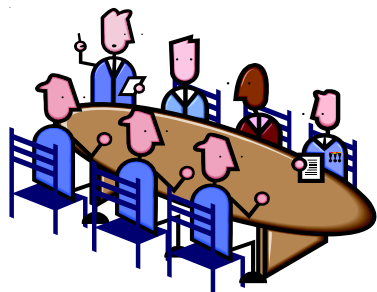
How Can the Results of This Survey Be Used?

Collecting data on adult attitudes and perceptions regarding use of ATOD is an essential first step that a prevention group should take before deciding on what local policy or strategy initiatives to pursue. Communities often invest considerable resources to implement strategies only to have their best laid plans fail because of lack of support. Having accurate community norms data will help to determine your community's readiness to implement policies that will reduce illegal access to drugs for youth. If your survey results reveal a low level of support for a policy that your prevention group would like to implement, it would be more cost effective first to lay out a plan to raise awareness and educate the community as to how the policy would positively impact the ATOD problem.

After you have completed this step, you can implement the survey again to see if the level of community support has increased enough to move forward. Policies that do not have broad-based support, regardless of how well intentioned they may be, are difficult to enforce and are not sustainable in the long term. (55 mile an hour speed limits on interstates and prohibition of alcohol are two well

Sources

Since there was no single survey available that addressed all of the priority categories, surveys in the public domain were gathered from a number of different groups and agencies. Questions that addressed priority categories were excerpted from the surveys. A task force and an expert panel reviewed, revised and reformatted the



known examples.) In other words, “You cannot teach what a community will not support and have it last.” (Rand Institute)

Who Can Implement the Survey?

Communities around the state may use youth groups, community members, and prevention professionals to conduct these community norms surveys. The survey can be implemented at minimal expense and with technology that is readily at the disposal of the community. Steps Five and Fifteen refer to some software programs that are not available on standard computers, but these are suggested enhancements and are not required. You should not have to hire an expert to conduct this survey!

Before You Start

The Community Norms Survey Manual is broken down into 17 chronological steps that cover the logical phases of survey preparation, implementation, and follow up. We have tried to keep the process as simple as possible; however, some technical assistance may be needed. If you do need technical assistance you may contact your Regional Prevention Center.

Step One: Establish a Steering Committee

Your first step should be the selection of a steering committee (or working group) to oversee your community norms survey. The committee should be composed of active members of your group who can be relied upon to attend meetings regularly and have the time to promote the survey to the community. The steering committee should be as widely representative of your community as possible. If your community includes both rural and urban areas, the committee should include members from both. Likewise, if there is a college or military base in your community, you should have someone representing that population on your steering

committee. Any sizeable racial or ethnic minority should also be represented.



The steering committee should draw up a time-line that lays out the process for the survey preparation, data collection, tabulation of results, and communication of those results to the community. One of the first considerations in selecting members for your steering committee is whether anyone in your membership has experience conducting surveys. The Alcohol and Tobacco Prevention Enhancement Sites, Regional Prevention Centers, and local health departments can offer technical assistance in this area. You could also seek assistance from a college faculty member in any of a variety of disciplines, such as psychology, sociology, public health, health education, or marketing. Also, consider professionals in local social services, health service agencies or marketing staff of larger local businesses.

The steering committee should also devise a plan for informing the community about the survey in advance. This will increase your response rate. You can contact the local newspaper and request an article on the survey, submit a letter to the editor about it, or publish an announcement about the survey. You can also contact local radio and television stations to run announcements inviting people to take part in the survey. Community public affairs programs on local radio or TV are more likely to be interested in covering your results after you have completed the survey, but they might be willing to interview someone from your group about the survey you are about to conduct.



Step Two: Establish the Purpose of Your Survey

The steering committee's first task should be to establish the purpose of the survey and how the results will be used. This is important because if the purpose of the survey is not clearly communicated to your participants it could have a negative impact on the response rates, and on community support for the project as a whole. Will the results be used to gauge support for policy change? Will they be used to establish a baseline from which repeated surveys will provide the basis for evaluating your prevention group's efforts at changing community norms around substance abuse? Or will the survey guide your community in developing better targeted prevention strategies? Whatever the case, your steering committee must have a clear consensus on how the survey results are going to be used before proceeding to the subsequent steps.



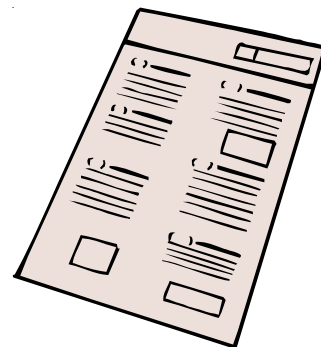
Step Three: Decide What Specific Information You Need

The Community Norms Toolbox contains a wide variety of questions relating to ATOD. While all of these questions are relevant to substance abuse prevention issues, some may be more suitable to the purpose of your survey than others. The steering committee should focus on “need to know” information. Including additional topics that are not directly related to your community's purpose(s) for the survey creates two problems: first, the survey becomes disjointed, jumping from topic to topic, destroying the flow and continuity of the questionnaire. Second, it adds to the length of the questionnaire, making it more difficult to find

individuals who will complete the survey. (Steps 6 and 7 contain more specific guidelines on survey content and how to organize questions to ensure an optimal response rate.)

Step Four: What Kinds of Surveys Are There?

There are many different ways to survey a community but some methods, such as e-mail, Web-based, or group surveys probably would not be a good way to measure your community's perception about ATOD use. While access to the Internet is becoming increasingly widespread, large segments of your community may have little or no access to the internet, while others may not feel comfortable enough with e-mail or the Web to be willing to take a survey by either means. Group surveys, administered to large numbers of people at a time, at church, or at a civic group's meeting would not present an accurate profile of the whole community. You will probably want to limit your choices to the three most common survey types:

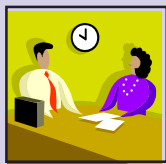


- ☛ **Face to face interviews**
- ☛ **Telephone interviews**
- ☛ **Mailed interviews**

Before selecting a survey method you will need to carefully consider the availability of resources – money, time and number of staff/volunteers. Each type of survey has its own set of advantages and disadvantages. These points are briefly discussed below. The tips section at the back of the manual contains more detailed information.

Interview surveys, whether face to face or by telephone, offer distinct advantages over mailed surveys. The presence of an interviewer can increase the response rate and makes it possible for the respondents to get immediate clarification if a question is not clear.

Interview Types

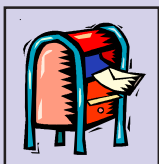


Face-to-face interviews take more time than telephone or mail surveys, but have a much higher response rate.



Telephone interviews take less time than face-to-face interviews and lend themselves particularly well to situations where the length of the

survey is short (10-20 minutes). In the past, telephone surveys produced response rates of around 60-65% compared to 40-45% for mailed surveys, but growing resentment of telemarketers has had a spillover effect in lowering response rates for telephone interviews.



Mailed surveys minimize costs and allow respondents to reply at their convenience. Mailed surveys afford respondents total anonymity and are

better for lengthy surveys but they have lower response rates and involve longer delays in

attempt to identify as nearly complete a listing of the population as possible. Such a listing is called a sampling frame and one of the most commonly used is the local telephone directory, especially for telephone surveys. But a telephone directory is not a complete listing. For the most part, there is only one listing per household, rather than a listing for each person. There is also a growing number of persons who choose not to have their phone listed. Nationally, about 28% of households have unlisted numbers. Contrary to what you would expect, survey companies report that refusal rates for

unlisted households are about the same as households that are listed in the telephone directory.

City directories published by R. L. Polk and Company, or Cole's Directories, are more complete listings but these may not be available for your community. The U. S. Post Office can provide a list of all mailing addresses in the community from which a sample of households can be drawn to be visited by face-to-face interviewers or for surveys to be mailed addressed to "resident."

For telephone surveys you may use random digit dialing (RDD). Random digit dialing is a software program that allows a computer to generate telephone numbers in a non-systematic, random fashion. Random digit dialing reduces the possibility for bias in number selection and can save a lot of time, especially if you dial the numbers by computer. Random digit dialing software is available in some retail outlets; however, it would be better to contact a company that can generate a list of numbers appropriate for your community. Prices for RDD vary depending on your sample size. As an example, one company contacted through the internet charges a base price of three cents per number. This includes screening of business numbers. On average, 47% of the numbers generated through RDD will be out of service due to changes of residence. This will necessitate generating numbers above your sample size in order to have enough working numbers. Some companies may have a required minimum that could be above your sample size. (The company that was contacted

Step Five: Decide What Kind of Sampling to Use

Since you will not have the time or the resources to survey every citizen of your community it is important that you find a sample of respondents that can reliably represent the community at large. The ideal type of sampling is the random sample. A random sample is one in which every member of the population has the same chance of being selected to participate in the survey. Selecting a truly random sample requires that you have a listing of the entire population of your community.

Realistically speaking, a complete list is virtually impossible to obtain. However, you should



in the above example required a minimum order of 3000 but was willing to negotiate on smaller sample sizes.) Other companies contacted charged from \$2.00 to \$5.00 per record.

Research centers of universities can also generate random survey lists for your community. If you are only interested in the list of phone numbers and not the full range of survey services, you will need to specify that you need the survey list only, and have staff available to do the interviewing and data collection. Keep in mind that while cheaper rates may seem more attractive, they may not be cost effective in the long run as they will contain a higher percentage of non working numbers, and consequently will require much more phone time than the more expensive “clean” data bases.

You may, however, achieve the same purpose using the random number program that is included in most general statistics programs for use on a PC or the table of random numbers included as an appendix in most statistics textbooks. You first identify the exchanges you want to call and the number of houses you want to call in each exchange. That number needs to be large enough to account for refusals - that is, the prospective respondents who decline to be interviewed - and ineligibles such as non-residential numbers, non-working fax and computer lines, etc. These numbers may constitute a large portion of the sampling frame, particularly in moderate-to-high-income neighborhoods. An estimate of about 60% may be appropriate for purposes of planning.

Once you have identified the target number for each exchange, generate that many four digit

The list below was generated from www.random.org/nform.html using the following settings: Generate: 100 numbers. Smallest value: 1. Largest value: 10000. Format 5 columns. (Note: When using the random number generating program do not put commas in the numbers – it will produce an error message.)

92	176	7077	3261	5131
4279	5259	5502	5300	3116
4875	4891	5430	9853	6093
2877	3613	9574	2183	7477
4078	609	1704	1273	4347
3047	4489	1158	583	9531
8355	7846	152	844	8138
5578	4585	2347	7220	1990
8714	6604	5812	365	5737
29	7462	313	5661	7335
1357	4615	9655	4171	7094
9131	635	8287	6529	5714
1251	3605	4219	7429	6600
7997	5856	717	1640	982
6256	8213	8774	2228	2514
47	3386	9221	2423	9024
213	2261	8721	9776	436
4391	69	8885	57	7967
4331	5492	2488	6097	6263
1016	9700	3531	9143	4411

Start with the number in the first row and copy down the numbers from left to right until you have all the four digit numbers you need. Using the table above, your first phone number would be 9217, the next number in sequence would be 6707, the third would be 7326 and so on. You continue this process, going from left to right, until you have the amount of numbers you need.

random numbers. A random number generating program can be found on the internet at <http://www.random.org/nform.html>.

An exchange prefix plus each of these four digit numbers will be a phone number to be called. This will be more time consuming than use of an RDD program but will achieve the same purpose. Remember to randomly select approximately 60% more numbers than you need, so that you will have enough to make up for refusals, business numbers or numbers no longer in service. An example of how to use the random number generating program is included in the box (top right).

Statistics textbooks will also usually have tables of random numbers in the appendix. If you do not have internet access you can use the statistic textbook tables to obtain phone numbers using the same method just described.

Another approach is to simply use your local telephone directory. If you use this method you must take some steps to ensure that all listings have a chance of being chosen. Simply opening the phone book to the names beginning with “A” and selecting your entire sample in alphabetical order would not qualify as random.

The following procedure is how one community in Kentucky used the phone book to obtain a sample for their prevention survey:

1. Write the letters of the alphabet on pieces of paper and put the pieces of paper in a cup.
2. Each interviewer pulls a letter out of a cup.
3. Interviewers then opened the phone book to the letter they chose and randomly selected a number in the telephone book. After the interview was completed, the interviewer skipped the next five numbers and dialed the sixth. If the number was a business (or was busy or no answer) the interviewers counted five again to select the next interviewee. The interviewer then dialed the number



If you decide to use the phone book as your sampling frame you need to be aware that you will not have a truly random sample as a certain number of individuals will not be able to be reached due to unlisted numbers, or recent changes of address.

Many surveys use what is known as a sample of convenience, which is simply a group of people that were readily available to survey. For example, college professors often conduct studies by surveying their

students but what is true of college students may not be true for other persons of the same age, let alone for all of society. Surveys of samples of convenience would not provide an accurate representation of your community demographic but they may be a cost effective way to pre-test the survey to see if the questions are clear and understandable. A sample of convenience can also provide insights into how a non-representative subset of the population (parents of elementary-aged school children, college students, or retired persons) perceive the problem.

Another approach to sampling is the grab sample. In a grab sample you go to a busy public place, stop passersby, and ask them to participate in your survey. This is the model of the classic “man on the street” survey. If there is actually a place that virtually everyone in your community visits frequently, then doing a grab survey there may have value. On the other hand, doing your survey on the courthouse square or at the shopping mall will more likely produce results that can only be generalized to those people who go often to the square or the mall but may not be a representation of the entire community.

Another sample that is sometimes used in place of attempting a random sample is a targeted sample or quota sample. A targeted sample is simply a convenience or grab sample in which the sample has been structured to include representative numbers of minority groups. For instance, if you were drawing a targeted sample of 200 from a community where the population was 85% White, 10% African-American, and 5% Hispanic, you would survey White subjects until you had 170 (85%) surveys completed, African-Americans until you had 20 (10%) and Hispanics 10 (5%). This approach has some drawbacks, in that it is not random by definition, but it will at least provide a sample that reflects the community demographic.

No sampling plan is 100% perfect, but you should attempt to gather a sample that is as inclusive and random as possible. Doing so will

enhance the credibility of your survey and encourage community leaders and policy makers to act on the findings. Remember to document your sampling procedures in case any questions arise about how participants were chosen.

Step Six: Select the Questions for Your Survey

The drafting of survey questions has already been done for you. The questions were selected from a variety of surveys in the public domain. They have been reviewed, and edited for clarity by an expert panel. However, they have not been scientifically validated – that is, studies have not

been conducted to prove that they truly measure what they are intended to measure and the degree to which there is error in that measurement. Vital as such validation is for measures used in scientific research, it is not critically important for purposes of community planning. Using questions from the Community Norms

Toolbox guarantees that you will be using questions that are clearly phrased with well thought out response options.



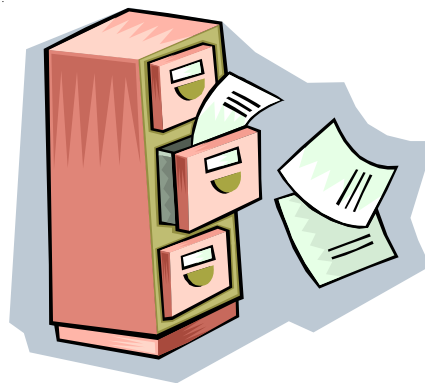
The selection of questions from the toolbox will depend upon what kind of specific norms your community would like to target. Before selecting questions from the community norms question banks you should review your Community Strategic Plan. What are your goals and objectives in regards to ATOD use?

Select questions that relate to specific goals and objectives of your strategic plan. For example, if one of the goals of your strategic plan is to lower the perceived



availability of tobacco, you would want to select questions addressing retail availability of tobacco products, and support for policies that would impact retail availability.

If you do not have a Community Strategic Plan, but have KIP survey data, then you should review your alcohol and tobacco use and risk and protective factor data. Some important risk and protective factor data to consider are: perceived availability, risk of getting caught, unfavorable adult attitudes towards drug use, youth disapproval of drinking alcohol and smoking cigarettes, and parental disapproval of alcohol and cigarettes. Compare your local KIP survey data with the state rates. In which areas is your community above the state average, or unreasonably high? Select questions from the question banks in the areas of alcohol and tobacco that are most closely linked with high risk factors on the KIP survey.



Step Seven: Organize the Questionnaire

When determining the length of your survey, remember that less is more. The longer it is, the less likely it is that people will take the time to do it. People get bored with long surveys, and usually will not even bother to look at a survey that is more than a page and a half long. Also, requiring long answers may lose your audience. Through editing and condensing, you should try to keep your survey down to one page front and back. Keep in mind that the method of survey (e.g., phone survey, mailed survey, face-to-face interview) will also influence the length of your survey.

Telephone and face-to-face surveys, for example, can take a little longer to complete as the questions must be read aloud, and respondents may ask for clarification. Mailed surveys can be set aside and completed when the respondent has sufficient time. As a general rule of thumb, for telephone or face-to-face interviews a survey time of 15 to 20 minutes is recommended.

The order in which you place your questions can significantly affect your response rate. Placing easy questions at the beginning of the survey encourages respondents to continue. In telephone or face-to-face interviews the easy questions help to build rapport between the respondent and the interviewer. Grouping questions on the same topic also makes the survey easier to answer. If a questionnaire begins with a series of sensitive or difficult questions many of your respondents may not answer those questions, and may even decline to complete the survey. If those same questions are placed near the end of the survey, however, respondents who have been answering less difficult questions up to that point are more likely to respond. Since your survey is about perceptions and attitudes rather than actual ATOD use, the “sensitive” questions are minimal. Generally speaking, researchers recommend placing the demographic questions at the end.

You should also be aware of the need to clearly indicate skip patterns. A skip pattern is used when the respondent’s answer to one question determines whether they should answer the next question or not. For example, if a respondent has answered “no” to the question “Do you have any children?” They should not have to answer any subsequent questions about their children’s ages or what schools they attend. Otherwise respondents may get confused and decline to finish the survey.

The community norms survey questions contain only two skip patterns. Under the category *Adult attitudes on youth use of alcohol*, there is a question that asks adults if they will allow their children to drink more than just a sip of alcohol by the time he or she is a high school senior. This question would only apply to parents who have children who are high school seniors or younger. In this case, you would want to ask if the respondent has children before asking them the question.



The other skip pattern can be found in the tobacco questions under *Community attitudes on increasing state tax on tobacco products*. If the respondent answers “no” to the question that asks “Would you favor an increase in Kentucky’s cigarette tax as way to reduce youth smoking?” you should skip the follow up question that asks how much of an increase they would support.

If the survey is to be administered as a face-to-face interview you may want to prepare display cards for some response choices that will be used for a number of different questions or that may be hard for the respondent to remember. A display card is simply a piece of cardstock, around 8 by 10 inches, on which the response choices are printed in large letters. This will be shown to the respondent in place of repeatedly reading the same response choices to them.

Your community norms survey should be divided into different sections, dealing with different topics. Each of these sections should have a sentence or two of introduction. For example, “We would now like to know what you think about how youth in our community obtain alcohol illegally”. Or, “While the preceding questions asked about your perception of youth use of tobacco, we now want to ask what you think about various strategies for addressing this tobacco problem.” In an interview survey the introductions would be read by the interviewer, while in a mail survey, they would appear on the respondent’s survey form.



Step Eight: Comply with Regulations and Ethical Standards for Protection of Human Subjects

Any research with human subjects, including community surveys, that is funded entirely or partly by the federal government, including funding passed on by a state agency to a local group, is subject to federal regulations for the protection of human subjects. The law requires that every such study be reviewed by an Institutional Review Board (IRB) that has been approved for this purpose by the federal government. The purpose of this review is to guarantee that your respondents' rights are protected and that they are not being exposed to any unnecessary risks – including the risk of having their privacy invaded or of being embarrassed by having information they provided on the survey made public. This review must take place before any data is collected.

The Community Norms Toolbox has been reviewed and approved by the Cabinet of Health and Family Services Institutional Review Board, a federally approved IRB. You will only need to keep a copy of your questionnaire, sampling plan, and cover letter or interview script on file. Verbal consent to participate in the survey must be obtained for interviews and the script must contain the text specified by the IRB (see Step Nine). A respondent completing and mailing back a mailed survey will be taken as implied consent provided that the cover letter contains the wording required by the IRB (see Step Nine).

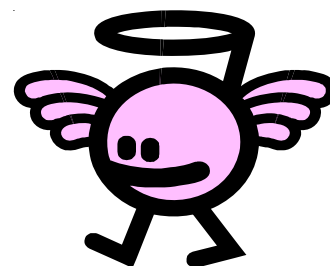
Even if you are not subject to federal requirements for the protection of human subjects, there are ethical concerns that you must consider.

Perhaps the two most important ethical requirements in survey research are to maintain the confidentiality of your respondents and to ensure voluntary participation in the survey. If you promise anonymity to your respondents, you have an ethical responsibility to make sure responses do remain anonymous. In all cases, if survey responses will be linked to identifying information, the respondents should be informed and given the opportunity not to participate in the survey or to drop out of the survey at any time.

You have an ethical obligation to fully and accurately represent the results gathered by the survey. Too often, people do not present enough information about the procedures used for gathering the data, the response rates, or how the data were analyzed. Without this information it is easy to misinterpret the results or to over-interpret some data, leading to erroneous conclusions and/or actions.

Another ethical issue concerns the temptation to report only those results that confirm your biases or that reflect well on your prevention group and its activities. For instance, if the responses to one question suggest that problems are getting worse and those to another that they are getting better, you might be tempted to discuss only the first question or to put more emphasis on it if the purpose of your survey is to show the need for an intervention.

On the other hand, if the purpose of the survey is to assess the impact your program has had on community norms, then you might be tempted to present only the information on the second question. Either case would be a breach of ethics.



Step Nine: Write the Cover Letter or Interviewer Script

Your Cover Letter Should Include

1. The identity of your group as the sponsor of the survey
2. Why you are conducting the survey
3. Why it is important for you to hear from this respondent
4. What sort of questions will be asked and how long the survey will take
5. What use will be made of the results and the impact this could have on the community
6. That they will not be identified in any report of the results
7. That they will neither be exposed to any risks or gain any personal benefit from participating
8. That their participation is voluntary and that they are free to change their mind and stop participating at any time, without any consequences
9. Who they can contact if they have any questions about the survey
10. That the survey has been approved by the Cabinet of Health and Family Services Institutional Review Board and how the IRB may be contacted if they have any concerns



that your group is known and trusted by your target population, your response rate will increase.

If you do not think your group is well known enough to get an optimal response rate, then you might consider obtaining the endorsement of a widely respected community leader or organization. Sometimes putting your cover letter on that person or agency's letterhead with that person or agency head's signature is one way of doing this. Another way to achieve this is by attaching a brief letter of support by a respected community leader with your cover letter.

You should give serious consideration to any such support letter or to the stationery on which your cover letter is printed. The response rate, as well as the answers you get, from those who do respond may be very different if the cover letter is on the letterhead of an organization that is widely perceived as taking a moral stand on the normative issues being examined. For example, a cover letter sent out on the local police department's letterhead would most likely discourage respondents from answering questions concerning personal use of illicit drugs or attitudes on substance abuse issues. (A sample of a cover letter has been included in the appendix.)

If you are going to mail your survey to your sample, then you will need to include a cover letter inviting them to complete the survey. If respondents are going to be interviewed, either face-to-face or over the telephone, then the interviewer will invite their participation but you should prepare a script for the interviewer to follow in making that invitation. Whether it is a cover letter or a script, the same points should be addressed.

Your cover letter will play an important role in encouraging your sample to respond to the survey. Points 3 through 5 listed in the graphic above play a vital role in making the case for why they should respond. The first point, the identity of your group, can also play an important role in encouraging a higher response rate. To the extent

Step Ten: Pretest the Survey

Before you invest time and money in printing copies of your questionnaire, drawing your sample, and surveying your sample, you should pretest



the survey on a few people. If possible, you should select these pretest subjects the same way you plan to select your survey sample, this way, you can pretest the sampling procedures as well. A pretest

sample of as few as 10 or 20 people should be enough to identify problems with the instrument.

If you are pretesting the sampling procedure as well, you need to draw a large enough sample to see if appropriate proportions of minorities are included. For example, if only 5% of your community is African-American, then a representative sample of ten persons from that community would only have a 50% chance of including one African-American. To really test the sampling you would want to draw a sample of at least 40 persons, so that you would expect to have at least two African-American subjects. If your sampling resulted in selection of none, or more than three African-Americans, then the sampling plan needs revision.

In addition to having them answer the survey questions, you should also debrief some of the pre-test subjects. This means that after they have been interviewed or have filled out the survey, you should ask them if they had any problems in completing the survey. Of greatest importance is learning if your respondents had difficulty in understanding the meaning of any of the questions or if they found that the response options on some of the questions were incomplete or confusing. If the answers to your questions are to be accurate and useful, then you must correct any such problems before conducting the survey.



If the sample for your pretest was mostly male, or otherwise was greatly different from what you knew to be true of the population you were trying to sample, then you need to rethink your sampling plan.

Step Eleven: Revise the Survey and Sampling Plan

This is your opportunity to respond to problems encountered during the pre-test. If your planned method of sampling resulted in a sample that

was disproportionate to the population in terms of gender, ethnicity, or age, then you need to modify the sampling plan to achieve a more generalizable sample.

Likewise, problems encountered with the survey questions or their ordering need to be addressed in revisions. If your pre-test results suggest the need to make changes in the questions, please consult the Community Norms Toolbox Project Coordinator regarding the changes. This will ensure that the necessary changes can be made on the state level so that other communities who use the survey in the future can benefit from your suggestions.

Step Twelve: Train Interviewers (if Applicable)

If you decide to conduct your survey by face-to-face interviews or telephone interviews, your interviewers will need to be trained before you can collect data.

The main requirement for good interviewers is an ability to approach strangers in person or on the telephone and persuade them to participate in the survey. Once a respondent's cooperation is acquired, the interviewers must maintain it, while collecting the needed data.

For high-quality data to be collected, interviewers must be trained. Good interviewer techniques need to be stressed, such as conducting interviews in a professional manner and how to avoid influencing or biasing responses. Time needs to be spent on the purpose of the survey, the importance of an open and



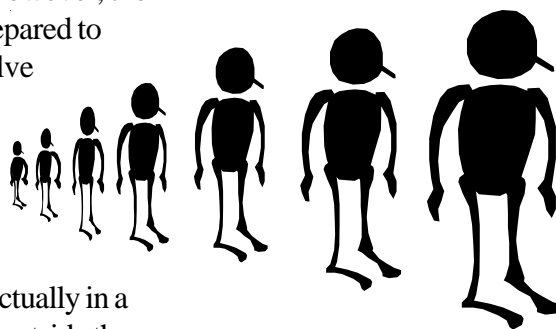
nonjudgmental approach to respondents, and the importance of confidentiality. Most professional survey organizations require their interviewers to take an oath of confidentiality before conducting any interviews and you might consider doing the same.

Training next involves going through the questionnaire on a question-by-question basis to make certain your interviewers understand what each question is asking for and what each response option means. By the end of training, your interviewers should be prepared to deal with any misunderstandings that may arise. This question-by-question discussion should be followed by a series of practice interviews so that interviewers feel entirely comfortable conducting the interviews. The practice interviews should include role playing a variety of difficult situations they are likely to encounter.

Survey materials should be prepared and issued to the interviewers. This should include ample copies of the questionnaire, any cards or pictures to be shown to the respondents, and information about the sponsoring organization.

Step Thirteen: Select the Sample of Persons to Survey

In Steps Five and Eleven you decided how to draw the sample for your survey. Now it is time to implement this sampling plan. Pre-testing (Step Ten) and revising (Step Eleven) your sampling plan will hopefully have eliminated any problems with the process. If problems do arise, however, the steering committee must be prepared to make decisions on how to resolve those problems. For example, if you are using a telephone directory as your sampling frame and then discover during data collection that it contains some listings that are actually in a closely neighboring area that is outside the accepted boundaries of your community, then the Steering committee must decide whether to include those subjects in the study or to ask every subject their address in order to screen out those subjects.



Any problem that arises and the way in which it was resolved must be recorded at the time and reported in the methods section of any formal report of your results.

It is also important that the sample size for your survey should be adequate. If your sample is too large it may be impossible to survey everybody effectively and stay within your budget. On the other hand, if your sample is too small, the credibility of your survey will be weakened.

You can determine how big your sample should be by using a sample size calculator. Sample size calculators can be found online at: <http://www.surveysystem.com/sscalc.htm>

This is a very simple and user friendly way to calculate sample size. Directions on how to use the calculator are given at the web site. When using the sample size calculator do not include commas when entering the population in the population box. Also, since this survey is designed to measure adult attitudes and perceptions you should only input the adult population of your community (21 and over). If you are surveying a multi-county area you would calculate a sample size for each county based on each county's adult population. In terms of setting the parameters of the sample size calculator, a 95% confidence level with a confidence interval of 5 is recommended.

The confidence interval is a "margin of error." This means that if 50% of your survey respondents were in favor of a clean indoor air ordinance, you can be reasonably sure that if you asked this same question to the entire population 45% (-5) or 55% (+5) would have responded in the same way. The confidence interval of 5 keeps the sample size manageable. Lower intervals require much higher sample sizes. For example, if you have a population of 10,000 with a confidence interval of 5 your sample size will be 370. The same population

at a confidence interval of 3 would require a sample size of 964 – nearly triple!

Keep in mind that you will need to draw from a larger sample to obtain the required number of responses, as some people will not participate. Your response rate, as indicated previously, will vary depending on the type of survey you conduct. As a rule of thumb, you should add about 30% to the sample size that is calculated. Using the example above (sample size 370), add 30% or 111, for a total sample of 481.

The sample sizes produced by this tool do not increase or decrease proportionally with population. For example, a population of 50,000 at the same levels indicated above would only require a sample of 381 – 11 more than you need for a population of 10,000. Smaller communities will have disproportional sample sizes to meet the sample size calculator criteria. If this is the case you can opt for smaller sample sizes.

The important thing to remember is that obtaining a sample that accurately represents your community is more important than simply having a large number of participants. Larger numbers will not improve the validity of your survey if your sampling methods are not accurate. As a wise man once said: “If your train is on the wrong track, every station you come to is the wrong station.”



Step Fourteen: Collect Data

Like Step Thirteen, this step involves actually doing what you have planned. It is also necessary, as in the previous step, to keep a record of any problems encountered and of how those problems were handled.

Step Fifteen: Analyze the Results

Most surveys require only two kinds of basic statistical analysis: descriptive statistics on each question asked and cross-tabulation of selected questions. Descriptive statistics report either the *frequency* with which each response choice was



selected for each question or a *summary statistic* (usually a mean) for the responses to a question. For example, this might involve finding the percentage of respondents who support a beer keg registration ordinance, or the median age of survey respondents. Where means are used it is important that the standard deviation of the mean should also be reported. Assuming that all analysis will be done on a computer, using a statistics package, you need only to designate standard deviations as one of the descriptive statistics to be reported.

Cross-tabulation refers to the organization of data into tables in which the rows represent the response choices for one question and the columns represent the response options for another question. For example, you might cross-tabulate the following two questions: *How concerned are you by underage use of tobacco in X County?* and *Would you support increasing penalties for clerks caught selling tobacco to minors?* This would result in a two-by-four table with “cells” containing the following frequencies:

- The number of respondents who are very concerned with underage tobacco use and support the proposal;

- The number of respondents who are very concerned with underage tobacco use and would not support the proposal;
- The number of respondents who are concerned with underage tobacco use and support the proposal;
- The number of respondents who are concerned with underage tobacco use and would not support the proposal;
- The number of respondents who are not very concerned with underage tobacco use and support the proposal;
- The number of respondents who are not very concerned with underage tobacco use and would not support the proposal;
- The number of respondents who are not at all concerned with underage tobacco use and support the proposal; and
- The number of respondents who are not at all concerned with underage tobacco use and would not support the proposal.

This cross-tabulation would indicate whether people who were more concerned with underage use of tobacco were more likely to support increased fines for selling tobacco to minors.

A simple statistical test known as Chi-squared (or X^2) will then tell you whether the association between the two variables is “significant.” Significant means that the data suggest that there is a real difference between respondents who are more concerned about underage tobacco use and those who are less concerned, in terms of their support for this proposal or vice versa. If the test result is not significant, then it means that the data suggest that there is no relationship between the two opinions. The Chi-squared test is included on most statistical packages available for use on personal computers (such as SPSSPC or SAS) as well as on many free Websites on the internet.

The specifications for which questions will be cross-tabulated should be discussed and approved by your KY-ASAP local board or prevention group.

Step Sixteen: Draw Conclusions and Formulate Recommendations

The first thing you want to do is look at your results for the answers to the specific concerns you identified in Steps Two and Three.

Next, compare the results of your survey with other similar information on populations of interest, such as youth data from the KIP Survey. For example, how does community perception of how easy it is for youth to obtain alcohol and tobacco compare with what youth think? If the adult perception of availability of alcohol and tobacco is significantly lower than that of youth, then one of your first strategies may be to educate the community about the difference in youth and adult attitudes. Another example might be comparing compliance checks of alcohol and tobacco outlets with youth and adult perceptions of availability.

Step Seventeen: Report the Results

One way you will report the results of your survey is in a printed, formal report. Copies of this report will usually go to local community leaders, and persons and organizations that have provided financial support to your activities, and your group’s leadership. A copy should also be placed in your local public library.



The report will normally begin with an “Executive Summary” containing a brief statement of objectives, brief overview of methods, and selected findings. The Executive Summary may also include “Conclusions” and/or “Recommendations.” If so, these should clearly be identified as such to separate them from the results themselves. (Samples of Community Norms Survey Reports can be found in the Appendices.)

In addition to the formal report, the results of the study should be released in whole or in part to the public media (e.g., newspapers, magazines, TV networks, etc.) Certain minimal information should be included in any such press release.

The Report Should Contain:

Following the Executive Summary, the report will typically contain the following chapters or sections:




1. **“Background” or “Introduction”** — Why the survey was conducted, a general introduction to the situations and conditions which led to the decision to conduct research; a brief statement of the study purpose; and may also contain some history of your group and of the community norms approach.
2. **“Methods”** — The population your survey is intended to represent; the sample size and sampling procedures; how the data were collected; how the data were analyzed; and any special definitions used in the survey or your discussion of results
3. **“Results”** — This may include descriptive statistics for all of the questions asked or only those for a selected set of questions, with the remainder reported in the “Appendix” also cross-tabulations of responses to selected questions.
4. **“Conclusions and/or Recommendations”** — This offers your view of what the results mean and of what guidance they provide for future substance abuse prevention efforts.
5. **“Appendix”** — This should include copies of key documents needed for a reader to understand how the data were collected. This would include: copies of the questionnaire, display cards, and any other interviewer materials; any details of the sampling procedures that go beyond that included in the “Methods” chapter; and response frequencies for questions not included in the “Results” chapter.



You may wish to hold a press conference to announce the results of your survey. If you do, you will want to invite all of the local media to attend. The press conference should not be scheduled too close to a major news broadcast time or too late to meet a news deadline. Do not be disappointed if few reporters show up but be prepared for all of them to do so. Attendance at your press conference is likely to reflect more about the number of other newsworthy events occurring that day than it does about the importance of your press conference.

Prepare a press kit for each reporter who attends. This kit should include a copy of your press release, a copy of your formal report, any descriptive brochure about your group and its activities, and any related materials. Prepare enough copies for every media outlet you invited plus extra copies. Mail the kits to media that did not attend – non-attendance doesn't necessarily mean that they are not interested, only that you were not their highest priority in that time slot.

Press Releases Should Contain



A cartoon illustration of a man in a suit, shouting into a megaphone. He is pointing his right hand upwards. A large, light gray speech bubble originates from the megaphone and contains a bulleted list of items that press releases should contain.

- The name of your group and any affiliation with other organizations.
- When the survey was conducted.
- A description of the population, the sampling method, and how the survey was conducted (by mail, phone, door-to-door, etc.)
- The major results of the study.
- One or two conclusions or recommendations based on the study.
- A contact person, phone number and email address for further information.

Helpful Tips



Tips for Organizing Your Survey



- Place easier questions first
- Address sensitive issues as discreetly as possible
- Use a logical order and group similar questions together
- Place Demographic questions at the end of the survey
- Try to keep telephone and face to face surveys within a 15-20 minute time frame



Tips for Phone Interviews:

Advantages and Disadvantages of Phone Surveys

- Higher response rate
- Interviewer can explain questions that are unclear
- Interviewers will need to be trained prior to administering survey
- Interviewer's intonation may inadvertently bias the respondent.
- Respondent is not anonymous and therefore may be reluctant to answer sensitive questions
- A certain segment of the community will not be reached due to lack of phone or unlisted number
- Several calls may have to be made to the same respondent due to absences or busy signals





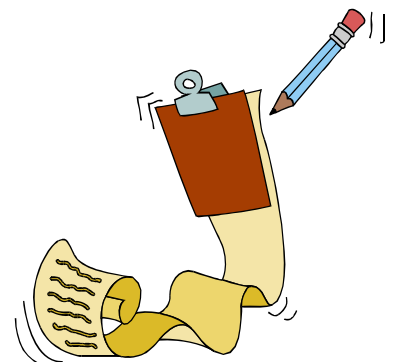
Tips for Conducting Face-To-Face Interviews:

- The people you select as interviewers should be people who can handle meeting diverse respondents. People who work in the social sciences often have interviewing experience and experience with multi-cultural populations.
- Train the interviewers how to answer any questions that respondents may have. They should all be given the same information about the survey, its purpose, and your organization or initiative to make sure that the information they pass on to respondents is uniform.
- While a random sample is the ideal, your sample can be as simple as every fifth phone number in the white pages of your local phone book.
- Stagger call times so that not all calls fall into one narrow time slot. Call at reasonable hours in the evening.
- Phone interviewers should be polite, and they should all be consistently using the same words to invite participation, explain the purpose and sponsorship of the survey and ask the questions. This will require the use of a script.



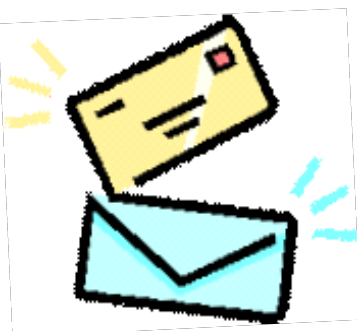
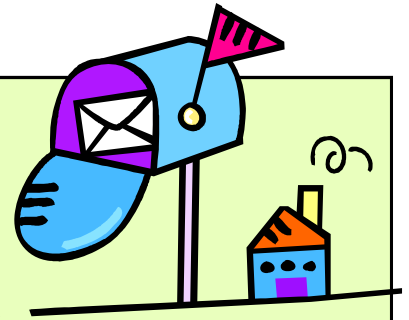
Your Script Should Contain:

- Tell your respondent at the outset that you are not a telemarketer, nor are you asking for charitable donations.
- Identify your local board or prevention group as the sponsor of the survey.
- If you have publicized the survey in the local paper or on television ask the respondent if they have seen any of the announcements.
- Explain why you are conducting a survey.
- Explain how your sample of potential respondents was chosen.
- Let the respondent know how long the survey will take and what type of questions will be asked.
- Inform the respondent how the results may be used and the impact that this could have on the community.
- Tell the respondent why it is important for you to hear their responses.
- Give a contact name and number if they have questions about the survey.



Tips for Conducting Mail Surveys:

- If you're mailing the survey to everyone in town, the city's billing lists for water bills might be a good source of a mailing list.
- Draft a cover letter to include with the survey.
- Your cover letter should include the same 6 points included in the interviewer script.
- You will need two business envelopes and two stamps for each participant -- one set to send the survey to the participant and one for it to be returned in. The return envelope should be pre-stamped and pre-addressed. Use of stamps produces better response rates than does use of metered mail.
- Make enough copies of the survey and cover letter for each survey recipient.
- Prepare the two business-size envelopes for each person. One should have the agency's return address and a mailing label for the survey participant; the other should have the agency's address listed as both the mailing and the return addresses. Stamp both envelopes.
- Stuff the envelopes that have the recipient's mailing address with all the survey materials -- the survey, the cover letter, and the return envelope.
- If you want to track the surveys in any way -- trying to see what sort of answers you get from different parts of town, for example -- you may wish to code the envelopes in some way. One way you can do this is by numbering each return envelope and keeping a copy of the mailing list with matching numbers -- for example, if John Doe at 123 Main Street is assigned number 007, then the number 007 will also be on his return envelope. Another option is to color code the surveys by zip code.
- Mail them out! Using bulk rate may cut cost, but could reduce response rate as some respondents may mistake the survey for junk mail.
- If less than 10% of the distributed surveys are returned, send a reminder to all or a random sample of people on the mailing list. You may also wish to repeat some of the preparatory steps outlined above.
- Before mailing out the surveys contact the local newspaper to request an article on the survey, submit a letter to the editor about it, or publish an announcement about the survey. Contact radio stations to run announcements inviting people to take part in the survey. If your local TV station has a public affairs interview show, you may be able to get a place on it to discuss your survey and its purpose. You will be contacting all these media again after your survey to announce the results and what you are going to do with them.
- Invite citizens to participate in the survey through announcements in local agency newsletters, consumer group meetings, and public community events.
- Post announcements of the survey in public places, like the library or grocery stores.



Tips for Increasing the Response rate of your Community Norms Survey:

Low response rates are a major problem with mail surveys. It is common for the response rate to be as low as 30%. One way of avoiding low response rate is to use the Total Design Method, which was developed by Don Dillman of Washington State University. Dillman's method has been shown to yield an average return rate of 73%.

1. Mailed questionnaires should be printed on standard letter paper (8 ½ x 11"), then folded in half. This size of envelope is less likely to be viewed as advertisement or "junk" mail by the recipient, so more people will open your survey.
2. There should be no questions on the front or back of the folded booklet.
3. The first question should be directly related to the overall topic of the survey, and it should be something that is easy to answer. Any questions that may be threatening to the reader should appear later in the survey, but not grouped together. Demographic questions should come towards the end; having them at the beginning often puts people off and prevents them from completing the survey at all, but they will be more likely to complete them if they are asked after responding to other questions.
4. In layout, avoid cramming too much type onto a single page. It's better to use more pages with a good amount of white space than to try to save on paper by crowding the pages, because overly-dense type is intimidating to a potential survey participant. You should also make sure you don't break any questions up over a page break -- the entire question and its possible answers should appear on the same page.
5. Your questionnaire should be as brief as possible to meet your goals. Anything longer is going to reduce your response rate.
6. Including a well-written cover letter is extremely important. It needs to be clear about what you're looking for, why you're looking for it, what member of the household should complete the survey, and what will be done with the results. You should also clearly explain how the results of the survey will benefit the community. For instance, you may want to explain that the answers will help determine selection of programs and strategies to reduce the harmful consequences of tobacco and alcohol among youth in the community. Will the results be presented to possible funders? If so, this should be mentioned. Your cover letter should be individually typed or laser printed and signed personally with a blue ballpoint pen (survey participants pay more attention to real letters with real signatures).
7. Typing the recipient's name directly on the envelope, instead of using mailing labels, will bring a higher response rate. Using first class postage -- especially commemorative, colorful stamps -- will increase your response rate even more.
8. Follow up with those who haven't responded after a week with a postcard, politely reminding them about the survey. After the second week, send a new cover letter and questionnaire to those who have not yet responded. After the fourth week, send yet another questionnaire, this time by certified mail, along with a letter reminding the recipient that you haven't yet received his or her survey and that his or her response is very important.



Appendix

Contact Information for the Community Norms Toolbox:

Steve Cambron
Cabinet for Health and Family Services
Department for Mental Health and Mental Retardation Services
Division of Mental Health and Substance Abuse
100 Fair Oaks Lane, 4E-D
Frankfort, KY 40621
Phone: 502-564-4456 Ext: 4418
Email: Steve.Cambron@Ky.gov

Sample Survey Cover Letter

Dear Mr./Ms. _____

Alcohol and tobacco use by children in our community is a public health problem of major proportions. According to a recent survey of _____ county youth _____% of youth have consumed alcoholic beverages within the last 30 days, _____% report smoking cigarettes. While a great deal of attention has been paid in recent years to the harmful effects of illegal drugs on our children's health, less discussion has taken place about the impact of legal substances like tobacco and alcohol on the citizens of (name of town or city). To get an idea of what our community's opinions are regarding alcohol and tobacco use, the (name of organization) has designed a questionnaire which is being sent to a randomly-selected sample of (sample size) (town or city name) residents of all backgrounds. The results of this survey will be used to decide whether a significant problem exists in our community with regard to these types of substances and what sort of action should be taken. Getting a realistic picture of the attitudes and perceptions of alcohol and tobacco issues in our community will help the (name of organization) know what sort of policies we can implement to better serve our community.

Enclosed with this letter you'll find a copy of the questionnaire along with instructions on how to complete it and a postage paid envelope to send it back in. The questionnaire takes about _____ minutes to complete. Please take a few minutes to complete this questionnaire and send it back to us. All responses will be kept confidential, and while there is some demographic information on the questionnaire to help us identify particular groups that need specific services, your responses are completely anonymous. Participation in this survey is voluntary. This survey has been reviewed and approved by the Cabinet for Health and Family Services Institutional Review Board. If you have questions or would like additional information about the survey please contact (survey point person's name and phone number).

Thank you for taking the time to complete our survey. Your responses will help to make (name of town or city) a healthier place for our children and ourselves.

Sincerely,

PRESS RELEASE



DATE

CONTACT: (Name, contact info of group spokesperson)

(Your Organization) announce the (name of campaign) to encourage participation in a survey designed to gauge adult attitudes about substance abuse.

(Name of community organization) will be conducting a **(mail, telephone)** survey **(date or range of dates)** in **(city, county, or geographic area)** to measure community attitudes related to youth substance abuse. **(Name of community organization)** will use the data it collects to help determine appropriate substance abuse prevention strategies.

A: (For telephone surveys) Callers will identify themselves as being with **(name of prevention organization administering survey)**. The survey will take about **(estimated time survey will require)**. These calls are not telemarketing calls and participation in the survey does not obligate the responder to purchase anything or participate in any additional surveys.

B: (For mail surveys) All surveys will be mailed with a cover letter and a self-addressed stamped envelope for your convenience. Please complete the survey and return it by _____. If we do not receive your survey by _____, a follow up letter will be sent.

If you are contacted please take the time to participate in this survey. All responses will be kept strictly confidential.



Sample Executive Summary

The Lakeview Organization For Vision and Empowerment (L.O.V.E) conducted a telephone survey of 600 adults in Lake County. This phone survey was designed to gauge adult attitudes about tobacco and alcohol issues affecting our community. The main survey topics were:

- retail availability of tobacco to underage youth
- support for smoke-free environments
- community attitudes on youth use of alcohol
- support for tighter enforcement of alcohol laws

Community attitudes, or norms, play a significant role in substance use and abuse. In fact, research has shown that attitudes that tolerate or encourage youth alcohol and tobacco use put youth at a greater risk of using. L.O.V.E. intends to use the results of this survey to guide prevention programming and implement policies and strategies, where appropriate, in order to change norms that may encourage the use of alcohol and tobacco by our youth. In this way, we will be able to make a lasting impact on the health of our community and reduce the harmful consequences of alcohol, tobacco and other drugs.

The following are some of the highlights of the survey:

- 75% of adults surveyed believe that alcohol is used more by teenagers today than when they were young.
- 18% feel that it is okay for youth under the age of 21 to drink as long as they don't drive afterwards.
- 62% feel that alcohol use by youth under the age of 21 is a serious issue in our community.
- 82% feel that it is easy for youth under the age of 21 to obtain alcohol in our community.
- 72% feel that training alcohol beverage servers is an effective way of decreasing sale of alcohol to youth under 21.
- 28 % feel that there should be stiffer penalties for youth under the age of 21 caught with alcohol.
- 61% believe that breathing secondhand smoke is harmful to one's health.
- 30% would support suspending licenses of establishments caught selling tobacco to minors.
- 12% think that all restaurants in Lakeview should be smoke-free.
- 18% think that tobacco use by teens is a serious issue in our community.

Summary

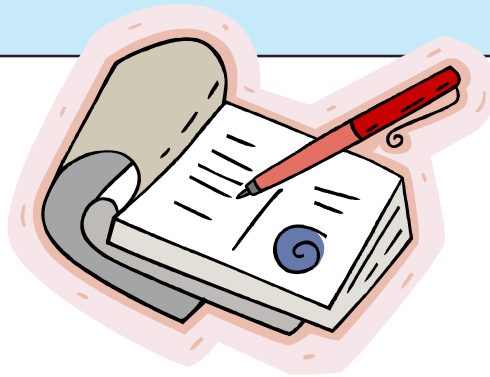
More than four out of five adults believe that alcohol and tobacco use by youth has increased in recent years. The majority of adults surveyed feel that there are not enough prevention programs available, although almost 60% of adults believe that prevention programs are effective. The survey reveals a distinct difference of community opinion regarding alcohol and tobacco. For example, 62% of adults feel that alcohol use is a serious problem in Lakeview, whereas only 18% feel that tobacco is a serious problem. Student survey data, however, reveals that tobacco use among youth aged 12-17 exceeds that of alcohol use (28.3% for tobacco as opposed to 20.6% for alcohol). One of the goals of L.O.V.E. will be to launch a media campaign and implement strategies to educate parents about the extent of tobacco use among youth. We will work with schools in the area to ensure that tobacco education and cessation classes are offered as part of school tobacco policy.

It is also apparent from the survey that there is not strong support for smoke-free environments. Currently, there are no smoke free restaurants in Lakeview. Only 12 % of respondents felt that all restaurants should be smoke-free. However, 61% feel that second hand smoke is harmful to health. A majority of adults (72%) feel that adults should not smoke around young children. There is consensus on the negative health impact of second hand smoke but a reluctance to initiate policies to reduce it. Contributing factors to this dichotomy are most likely the following: importance of tobacco on the local economy and the fear that restaurants will lose business, especially significant given Lakeview's small, tight-knit community structure. On the other hand, results indicate that the community would be more receptive to policies that limit access of alcohol to youth –72% of respondents feel that responsible beverage service would be an effective way to reduce youth access. L.O.V.E. will put together a task force to look at this issue further.



Guidelines For Writing A Report

1. Include an Executive Summary which highlights survey findings. The Executive Summary should include a description of population surveyed, the response rate, and the results on key issues.
2. A brief section that addresses how the data were collected, the sample size, response rate etc. Discussion of the sample should include:
 - How was the sampling frame compiled?
 - How was the sample size determined?
 - Was random sampling employed or was a more complex sampling design used?
3. A description and interpretation of the most significant findings
4. Recommendations and possible strategies to address issues of concern
5. Acknowledgements of persons who helped with the survey – volunteers, organizations that gave technical assistance or contributed in kind resources

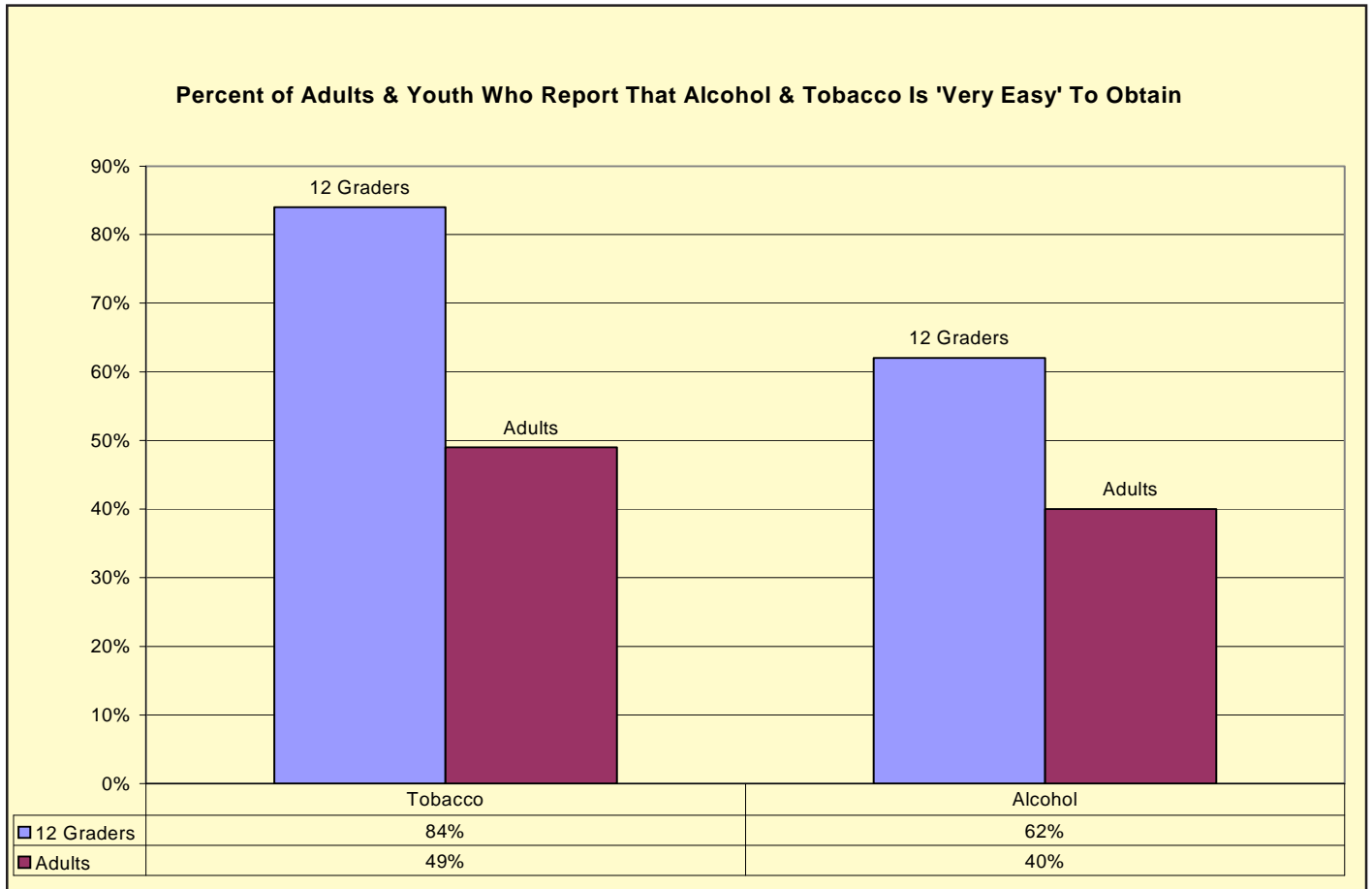


Reporting on Survey Methodology




A methodology report typically addresses:

- Who participated in the study
- Sample size and explanation of how sample was determined
- Survey construction – why particular questions were asked. Was the survey pre-tested? If so, what was the procedure?
- What survey method was used (phone, mail, face-to-face)? Why?
- What steps were taken to increase response rate? If interviewers were used how were they trained and how did you ensure that different interviewers used the same techniques?

Sample Bar Graph



SURVEY METHODS MATRIX

Method	Cost	Time	Response Rate	Other Considerations
 <p>Phone Surveys</p>	<p>⊗ Can be expensive if interviewers are contracted</p>	<p>☺ Quick turnaround on data collection.</p> <p>⊗ Several calls may have to be made to the same respondent due to absences or busy signals.</p>	<p>☺ Significantly higher than mailed surveys.</p>	<p>Interviewers need to be trained.</p> <p>⊗ Interviewers tone may inadvertently bias the respondent</p> <p>☺ Interviewers can explain questions that are unclear</p> <p>⊗ A certain segment of the population may be left out due to lack of phone or unlisted number</p> <p>⊗ Respondent is not anonymous and may be more hesitant to answer questions.</p>
 <p>Face-to-Face Surveys</p>	<p>⊗ Can be expensive if interviewers are contracted</p>	<p>☺ Quick turnaround on data collection.</p>	<p>☺ Higher than phone surveys significantly higher than mailed surveys</p>	<p>Interviewers need to be trained.</p> <p>⊗ Interviewers tone may inadvertently bias the respondent</p> <p>☺ Interviewers can explain questions that are unclear</p> <p>☺ Your respondent is a “captive audience” and cannot hang up the phone or throw your survey into the waste basket.</p>
 <p>Mail Surveys</p>	<p>☺ Fewer staff needed than with phone or face to face interviews</p>	<p>☺ Stuffing and mailing of envelopes can be done relatively quickly.</p> <p>⊗ Lengthy data collection time because respondents may wait several days to fill out and return survey. Delays will also be caused due to incorrect addresses to be returned.</p>	<p>⊗ Low</p>	<p>⊗ Respondents may not clearly mark responses or may skip entire questions.</p> <p>⊗ Respondents may mistake your survey for junk mail or a request for donations and throw it away before opening it.</p> <p>☺ Respondent is anonymous and may be more disposed to answer sensitive questions.</p>